

# ORANGE COUNTY, NORTH CAROLINA LOGO USAGE GUIDE



## LOGO PARTS



## COLOR PALETTE



Pantone 291

C-33 M-3 Y-0 K-0

Web: #a3d8f5

R-163 G-216 B-245



Pantone 285

C-89 M-43 Y-0 K-0

Web: #007dc3

R-0 G-125 B-195



Pantone 577

C-24 M-0 Y-46 K-10

Web: #b4cd95

R-180 G-205 B-149



Pantone 167

C-0 M-60 Y-100 K-17

Web: #d16f1a

R-209 G-11 B-26



Pantone 431

C-11 M-1 Y-0 K-64

Web: #6a747c

R-106 G-116 B-124

# LOGO VARIATIONS

Horizontal

4-color Process/  
CMYK Printing



Square

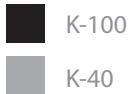


4-color Process/  
CMYK Printing

50% gray  
typography



1-color  
(Black/Grayscale)



White Logo  
(Reversed)



## FILE TYPES

For Print Production: Vector art .eps or .pdf, or .tif format

For use in MS Word: .tif or .jpg format

For Online Use: .png, .jpg format

# BACKGROUND COLOR USE

White or light background



Use the 4-color/CMYK or 1-color/Black version of the logo when applying it to a white or light background

Color palette background



Use the White/reversed version of the logo when applying it to a colored background

Dark background



Use the 50% Gray or White/reversed version of the logo when applying it to a dark or black background

# SIZE AND POSITIONING

Minimum use size



Do not use smaller than 1 1/8" in width

Spacing



Leave a clear space on all sides of the logo of at least .25"

# DO NOT CHANGE YOUR LOGO

Do not change colors of the logomark or logotype



Do not change fonts



Do not change relative sizes of the logo elements



Do not rearrange the logo elements



Do not stretch or distort proportions



Do not use on a busy or obscuring image or textured background



# LOGO USAGE WITH DEPARTMENT NAME

Add the Department Name below the logo using the Garamond font, in a size that is smaller than the North Carolina typography.

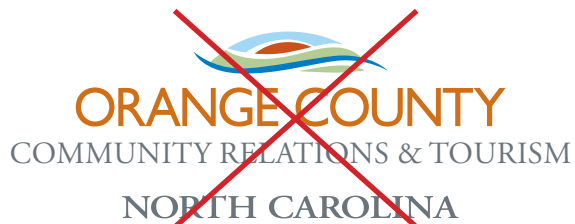
## Horizontal Examples



## Square Example



Do not change the order of the North Carolina typography and the Department Name



Do not replace the North Carolina typography with the Department Name

